



PORTLAND BUREAU OF TRANSPORTATION

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**Chloe Eudaly** Commissioner **Chris Warner** Director

<b>NW Parking SAC</b>	Virtual meeting
<b>Transportation</b>	Zoom
<b>Demand Management</b>	Portland, OR
<b>(TDM)</b>	Nov. 24, 2020 (rescheduled from Nov. 10)
<b>Subcommittee</b>	11:00 a.m. - 12:30 p.m.

### **Transportation Demand Management Subcommittee Notes**

#### **Members in Attendance**

Rick Michaelson (At-Large)  
Jeanne Harrison (Northwest District Association, NWDA)  
Karen Michaelson (Northwest District Association, NWDA)  
Alex Zimmerman (At-Large)

#### **PBOT Staff**

Rae-Leigh Stark, Northwest Parking District Liaison  
Zena Rockowitz, Parking Program Specialist  
Sara Goforth, Transportation Demand Management Specialist

#### **Budget Update**

Rae-Leigh shares that the Portland Bureau of Transportation (PBOT) is down in parking permit sales compared to last year but not down as much as they initially thought. There is a 2% decrease in resident permits and a 17% decrease in business permits. The team is still processing.

Karen wants to know the status of COVID permits. Rae-Leigh says PBOT is still issuing temporary permits but COVID permits are expired.

Subcommittee wants to know if there are fewer businesses that got permits, or did they just reduce the number of permits they purchased?

Alex asks if there are Zone M goals. Rae-Leigh says they do a yearly comparison. They saw a 20% decrease last year due to new regulations. Rick says they have a separate goal for business and residential. A lot of businesses get more permits than they actually use. Karen notes they track by occupancy on the street. One goal is to reduce the number of permits by increasing the requirements. Jeanne talks about statistics and looking at short-term goal setting each year. Rae-Leigh reports that the occupancy study comes out in two



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months and sets goals. Karen thinks they will be hard pressed to make changes and decisions in this environment.

Alex wants to know how businesses are using the permits. Rae-Leigh notes that with the online system they can change their license plates in the system and we will be able to track data better. Rick says that is not okay and is unworkable in northwest. Wants people to be able to tie the permit to their address. Karen says it can't work for what we have done. Concerns about employees who work on half days who share permits and changing the license plates in the system as employees change. Alex suggests a feasibility study.

Rae-Leigh will look at how many people share permits at their address.

## **Transportation Wallet Update**

Sarah talks about BIKETOWN promo. Mailed \$20 promo code on the new eclectic assist fleet to 7,300 addresses in northwest. There were 721 rides taken and 466 users redeemed codes. There are 50 brand new system users.

Sarah looked at money unspent on the Transportation Wallet. The number of Transportation Wallets in distribution is lower, and the lowest number is in the opt-out category. There is under \$200,000 estimated of unspent funds.

Sarah would like to increase the HOP card from \$100 to \$150, which would cost \$74,600. Back in 2019, a \$150 HOP card was offered. The HOP card is the most utilized piece, it creates one wallet for both parking districts, and this change would create one web presence online.

Sarah shows a slide of Transportation Wallet refund allocation savings.

Sarah proposes the Essential Worker Wallet that is free to essential workers. Would need \$171,600.

Central Eastside had \$250 value on the HOP card. Central Eastside is at 50% of permit revenues from last year. She is going to ask them if they want to save money and reduce to \$150.

Alex asks, does the Commuter Pass come out of the same bucket as Transportation Wallet funds for Central Eastside? Sarah responds that they do come out of the same bucket.

Alex is in favor of increasing the Transportation Wallet to \$150, simplifying it, and making it easier on PBOT staff. Karen says she never uses all of her Transportation Wallet money and notes that other people may use it in the same way. Her concern is TRIMET is getting \$150 whether or not someone uses the HOP card. Feels like they are giving away money to TRIMET when it could be used on something else.

Alex is interested in survey work to see what parts of the Transportation Wallet are working and doing targeted marketing, to see which sessions have been activated and have more engagement with users.

Rick says they can't implement this change by January 1 and thinks they need more facts about HOP card utilization in order to make this change.

Karen says northwest is very different than the central eastside. Wants to do a survey about why people aren't using all of their transit money. There are people that just aren't traveling too much.

Jeanne notes this would be making adjustments in a year in which people aren't traveling as much. Wants to look at what makes sense for more than just the next 9 months.

Rae-Leigh asks about sending a survey to Transportation Wallet users from last year who didn't buy one this year to determine why they didn't buy one. Sarah responds that this gets challenging because of people that move, don't work in the district, or who go by different names. She would rather survey everyone and have them opt-in. Sarah says they are developing an app and trying to streamline what they can for 2021 to help with complexities. Can look more closely at usage and encouragement campaigns.

Rick thinks a change should be put off for another year or start July 1. Thinks there are other ways to spend money, wants to do something special for essential workers.

Alex agrees to start in next fiscal year but doesn't know if waiting an entire calendar year makes sense, wants to see how winter and software goes. Asks about having a BIKETOWN rewards program or business rewards program. Explains that you can redeem points for shopping at businesses for a parking pass or transit rides. Asks about SPIN scooters and their essential worker campaign.

Rae-Leigh states that right now doing a Parking Kitty validation with holiday shopping. There are 35 businesses who were interested. They will look into validated programs.

Rick wants to schedule another TDM subcommittee for December.

### **New Business**

None.

*Meeting Adjourned.*